**Project Four: The Research Poster**

(Estimated Read Time: 2 minutes, 45 seconds)

A common alternative to the traditional slide deck presentation is the research poster, which uses a blend of visuals and text to summarize the focus, methods, discussion, and findings of a research project.

These posters have been a common feature of scientific conferences, where researchers convene to share their work and discoveries with colleagues.

In ["Conference Presentations: Lead the Poster Parade,"](https://www.nature.com/nature/journal/v536/n7614/full/nj7614-115a.html) by Chris Woolston, biophysicist Anthony Salvagno, director of education for SciFund Challenge, is quoted as saying that "[t]he scientific poster remains a crucial currency for communication and connection" within the field. But over the last few years, that has changed -- for the better.

Now, research posters are a common feature of any academic conference, branch of knowledge, or professional discipline, for they serve as a quick and highly effective way of setting forth research in a visual manner.

At poster sessions, researchers typically either stand by their posters and field questions from attendees or they are allotted a specific amount of time to talk about their work as they refer to their posters.

Whichever the case, in order to capture the attention of the viewer, such posters must be usable and thoughtfully composed. The text included must be sharply and carefully summarized, any images they include must be accurately sized and complement the textual content, and the overall design must be eye-catching and easily navigable.

For this assignment, you will create a research poster that will present your major research project in visual form.

This assignment is designed to give you the opportunities to

* Practice summarizing and presenting information from a longer document in an alternate form,
* Sharpen your ability to create a visual presentation,
* Learn how to present material concisely and quickly.

For the sake of simplicity, please create your poster in PowerPoint.

**Content Requirements**

You should include these sections at the very least in your research poster:

* Introduction
* Topic Discussion
* Research Claims and Ideas
* Conclusions & Recommendations
* Works Cited

**Use of Images**

* Your poster should contain as many images as necessary to convey the content of your project.
	+ Those images could be charts or graphics, or something that visually represents a point you are making about your report: argument, evidence, findings, recommendations.

**Formatting**

* 48" X 36"
* Landscape orientation (horizontal)
* Appropriately-sized headings, text, and images. Use design principles.